

# CHUCK E. FOCUS

- Celebrate Accomplishments - Share Knowledge - Spread Culture -

## Company Wide Sales Growth

| Restaurant               | 2018     | 2019     | YOY%  |
|--------------------------|----------|----------|-------|
| Quail Springs, OK #892   | \$15,802 | \$26,105 | 65.2% |
| Vernon Hills, IL #342    | \$14,853 | \$22,921 | 54.3% |
| College Station, TX #577 | \$10,981 | \$16,564 | 50.8% |
| Hattiesburg, MS #566     | \$11,631 | \$17,253 | 48.3% |
| West Islip, NY #511      | \$30,746 | \$45,149 | 46.8% |
| Concord, CA #379         | \$23,659 | \$34,016 | 43.8% |
| El Monte, CA #428        | \$13,166 | \$18,807 | 42.8% |
| Mt. Juliet, TN #678      | \$23,627 | \$33,048 | 39.9% |
| Joliet, IL #378          | \$24,272 | \$33,717 | 38.9% |
| Lowell, MA #457          | \$15,374 | \$21,140 | 37.5% |

## District Sales Growth

| District        | Region    | WTD% |
|-----------------|-----------|------|
| Eric Montes     | Northeast | 8.4% |
| Joseph Risnear  | Southeast | 7.7% |
| Jon Fiorentine  | Northeast | 7.4% |
| Anthony Chapa   | Southeast | 7.3% |
| Adam Shafran    | Western   | 7.2% |
| Brian Pitre     | Southeast | 7.1% |
| Todd Bell       | Western   | 6.7% |
| James Hamblen   | Southeast | 5.9% |
| Richard Balboni | Northeast | 5.2% |
| John Chudzinski | Western   | 5.1% |

## Birthday Sales Growth

| Restaurant            | 2018  | 2019  | WTD%  |
|-----------------------|-------|-------|-------|
| West Islip, NY #511   | 14.0% | 36.4% | 22.5% |
| Annapolis, MD #050    | 15.8% | 34.0% | 18.2% |
| New Hartford, NY #646 | 19.9% | 38.1% | 18.2% |
| Hartford, CT #468     | 14.8% | 31.9% | 17.0% |
| Greenville, SC #968   | 1.4%  | 17.9% | 16.5% |
| Chicago, IL #685      | 18.8% | 33.5% | 14.7% |
| Dearborn, MI #359     | 12.2% | 25.2% | 13.1% |
| Bell, CA #446         | 5.4%  | 17.8% | 12.4% |
| Manchester, MA #472   | 12.9% | 25.2% | 12.3% |
| Concord, CA #379      | 18.9% | 31.2% | 12.3% |

## Tesser Remodels Sales Growth

| Restaurant              | 2018     | 2019     | YOY%  |
|-------------------------|----------|----------|-------|
| Newark, CA #321         | \$17,266 | \$25,783 | 49.3% |
| Greenville, SC #968     | \$20,181 | \$28,426 | 40.9% |
| N. Little Rock, AR #304 | \$22,248 | \$31,041 | 39.5% |
| Fort Smith, AR #301     | \$21,789 | \$30,298 | 39.1% |
| Killeen, TX #732        | \$22,727 | \$31,027 | 36.5% |
| S. St. Louis, MO #855   | \$25,927 | \$35,146 | 35.6% |
| Fairview Hts, MO #916   | \$18,743 | \$24,842 | 32.5% |
| Lafayette, LA #715      | \$35,666 | \$44,731 | 25.4% |
| Tampa, FL #430          | \$26,889 | \$33,331 | 24.0% |
| Olathe, KS #665         | \$14,986 | \$18,466 | 23.2% |



Congratulations to Dustin Gasper's Team #319 Green Bay as they award their next Sapphire Pin earner, Allie Koseck! Allie joined the Chuck E. family 2 years ago, and she loves hosting birthday parties! She is always keeping a positive attitude during every party and stays within sight of the party parents so they have every need taken care of. Thank you Allie for all you do, your Sapphire Pin is very much deserved!

~ Allie made this really easy and less stressful, she was fabulous. She worked with us and made the entire experience fantastic. ~

~ Allie was a very good Party Manager. ~

~ Allie was amazing! Wonderful service, best birthday party yet. 10 stars! ~

Frank Cassar's team has done it again in location #833 as they celebrate their next Sapphire Pin earner, Sidney-Lee Chisholm! Sidney joined the Chuck E. family 4 years ago and is the ultimate Party Server! She is always ensuring the birthday star and parents arrive and leave happy by making their experience perfect. Thank you Sidney you are awesome and highly deserve the Sapphire Pin!



~ Our host Sidney was amazing. ~

~ I liked everything here. The Manager, our hostess Sidney and the girl who called us to make sure everything was in order ~

~ Very attentive host and great food. ~



# MILESTONES-

- Reach and Achieve -

Tim Coyne ~ 489

Israel Reyes ~ 428

Kari Simpson ~ 056

Michael Beveridge ~ 047

Brad Gustafson ~ 082

Courtney Benedict ~ 521

Audriana Irizarry ~ 540

Marquis Harris ~ 560

Yareli Lara-Chavarria ~ 634

Isaac Niwa ~ 671

Hamid Shah ~ 735

Saul Banuelos ~ 866

Kelsey LaFever ~ 967

Minerva Gonzalez ~ 318

Beneralda Reyes ~ 790

Virginia Hernandez ~ 790

Ericka Chinchilla  
General Manager #109  
25 Years

**Riley Resulta**

Team Green Bay, WI #319

Dustin Gasper, DM

~ Our hostess Riley did a good job. Nice place to have a party, the kids enjoyed it a lot. ~



**Alyssa Brann**

Team Bradenton, FL #720

Seneca Gray-Robinson, DM

~ Everything was well organized and the energy was fun. My son and his friends had a blast. Alyssa was our party host and she was awesome. It was stress free because of the great service. ~



**Melina Al-Attar**

Team Rochester Hills, MI #085

Chad Estrada, DM

~ Our hostess Melina was beyond helpful. It was my first time having a birthday party at Chuck E. Cheese for one of my kids and she made it as easy for me as could be. ~



Reminder:

Continue to send in your Elite Pin achievers to [learning@cecentertainment.com](mailto:learning@cecentertainment.com) so they can be featured in the Focus!



# DEAR CHUCK E...

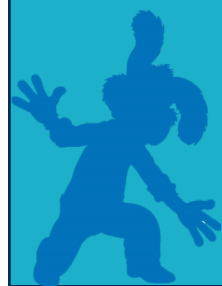
- You're the BEST! -

I've been coming to this location for years and I just wanted to make it known that this location has come a long way. It is by far one of the best that I have visited. I attended a fundraiser as a teacher a few days ago and I don't know if this is bad to say, but it got crazy. And with all the chaos every person working was just on top of it. We were not expecting the amount of people that showed up and I'm sure the staff weren't either, but the way they handled it was insane. As soon as our group needed help someone from the staff was on it. The main manager Ashley checked on myself and the fellow teachers multiple times and made sure we were okay throughout the night. Blake helped us multiple times as well as another manager Lisa with a few game issues. Overall, it was a great experience and I can't imagine the PTO not booking with this establishment again. Great job to this location! We'll be back soon!!



**Northeast**  
**Bridgewater, NJ #512**  
RVP Chris Kelly  
DM Yuri Pena  
GM Ashley Peace  
Manager Blake

I recently took my son to your Chuck E. Cheese location in Kennesaw, GA off Barrett parkway. It wasn't a special occasion or anything I just didn't feel like sitting in traffic. Anyhow, when I walked in, I experienced the best guest service ever. The lady that was working the front cashier was also coordinating a birthday party, teaching choreography to the kids and making sure kids did not leave without checking their arms. She was absolutely great and I could tell that she thoroughly enjoys her job, these are the types of employees that you all should keep around forever. I'm not sure what incentives you all may be able to give her but please give her something memorable as she does the same for those kids.



**Southeast**  
**Kennesaw, GA #117**  
RVP Bill Eich  
DM Joe Risnear  
GM Louis Vilsaint

I tried leaving this compliment on the feedback section but couldn't since I didn't have my receipt BUT, I wanted to make sure that our host yesterday got some recognition. We had a birthday there under the name Vanessa for Nysaac. ANGELICA, you were awesome! thank you so much for dealing with us. Every time we needed something she was there we didn't have to go looking for her, the food was out in a timely manner. Everything we asked for was brought quickly. We appreciate your attentiveness to us. Thank you again.



**Western**  
**Bell, CA #446**  
RVP Jim Brawley  
AD Arshad Khan  
GM Octavio Castaneda  
Party Server Angelica

Congratulations to Team Newington #470 as they award their next Sapphire Pin earner, Amanda Troth! Amanda joined the Chuck E. family 1 ½ years ago, while earning her Ruby pin this past March. Amanda's goal is to always make sure her birthday star is the spotlight for the day. She always checks up on the party parents to make sure they have everything they need. Thank you Amanda for all you do, your Sapphire Pin is very much deserved!

*~ Everything, my host Amanda was very helpful. ~*  
*~ Magical. Amanda was very patient and provided all needed direction. Thanks for having her as an employee. ~*  
*~ Amazing people, very kind. Love it thanks a lot Amanda is very kind and helpful. ~*





# THE MORE YOU KNOW...

## Marketing

### Every Kid's a Winner!

Every Kid's a Winner is back, and it's better than ever!

**Dates: Monday, 11/4-Friday, 12/20**



For all the awesome details regarding Every Kid's a Winner, please refer to the Marketing communication sent out by L&D.

Questions? Please reach out to your Regional L&D Manager or Marketing

## Audit

### TIP OF THE WEEK

Legal Compliance:

Keep our health inspector happy and fix all that they ask immediately.

Keep their latest report in a safe place.

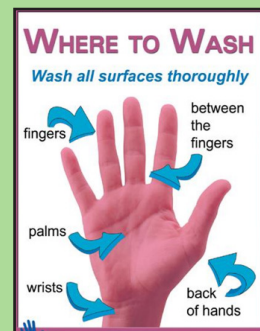


## Risk Management

### Tip of the Week:

**Wash your hands frequently:**

Use soap and warm water. To ensure you wash thoroughly, it should take 20 seconds. That is about the same time it takes to sing the "Happy Birthday" song twice.



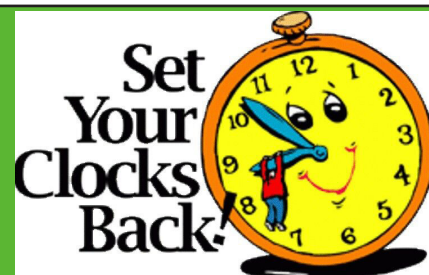
## Facilities

### Tip of the Week:

**Daylight Savings:**

Daylight Savings is ending Sunday, November 3rd.

- Check your exterior lights to make sure they are working and coming on at dusk.
- Put in a Verisae work order for any lights not working.
- If you need your timers adjusted by a landlord or Entouch, contact Facilities at [facilities@cecentertainment.com](mailto:facilities@cecentertainment.com).



## Entertainment

### New Show!

Happy Holidays from Chuck E. Cheese! Show 5 is on its way to you and should be arriving this coming week. Please install as soon as you receive. Show 5 features some fun and silly new songs from Chuck E. and his pals celebrating this Holly Jolly time of year.

Also included, a brand-new Chuck E. Live Show & Ticket Splash, "The Winner Wonder Dance."

If you haven't seen it yet, be sure to check it out with the following link to familiarize yourself so you can perform for your guests.

<https://youtu.be/23p4P-ixrl>

*\*Link is for internal use only.\* The Chuck E. dance will be released to the public in the coming weeks\**

## Learning & Development

### Training Materials Website

Have you checked out the training materials website yet?

You should, it's pretty slick!

For your convenience an UPDATED link will be on your BOH PC effective Monday, 11/4 taking you straight to this site for all your training materials needs.

If you have any questions or issues, please reach out to your Regional L&D Manager.



# THE MORE YOU KNOW...

## Marketing

### Same Day Reservations

Yes, it's a thing, and it's coming your way! Starting soon, ALL restaurants will have the opportunity to execute same day birthday party bookings Monday-Thursday!

A few important notes:

- Same day reservations are only available Monday-Thursday
- Parties receive ALL perks of a party booked in advance EXCEPT a Party Server.
- A minimum 2-hour notice is required to book a same day birthday party

For all the rest of the important details, please refer to the communication sent out by L&D

Questions? Please email [learning@cecentertainment.com](mailto:learning@cecentertainment.com) or [hotline@cecentertainment.com](mailto:hotline@cecentertainment.com)

## Learning & Development

### Active Shooter Training

We have heard that some of you may be experiencing difficulties with playing the Active Shooter DVD that was sent out last week.

If you have not already done so, please check your DVD to make sure it plays for you. If you experience any issues, please email your L&D Manager at [learning@cecentertainment.com](mailto:learning@cecentertainment.com) so that we can start an active list of those who are experiencing issues. Please email L&D if you have any questions.

## Learning & Development

### My Favorite Fun Contest

Who's ready for another My Favorite Fun Contest?

It's time to have some fun both in the Kitchen and on the dance floor with Chuck E.!

- Win Pins
- Win Swag
- Win Prizes
- Win a Grand Prize that is so big and amazing, you won't believe it's true!

Do **YOU** have the Perfect 10 Platter?



Do **YOU** have the Perfect 10 Pizza?



Do **YOU** have the best Chuck E. in the company?



Do **YOU** know the NEW Live Show dance that has just been introduced?



*Hint: Get these things ready because that is what you will need, it's time to show us what you've got!*

Stay tuned for more details coming soon.

## Tesser Re-Models

Congratulations to our AMAZING OPS Team at another successful Grand Re-Opening for Tesser 2.0 Remodels!



McAllen, TX #588



# CAREER GROWTH OPPORTUNITIES

## General Manager

|                     |     |
|---------------------|-----|
| Dothan, AL          | 703 |
| Yuma, AZ            | 620 |
| Jonesboro, AR       | 668 |
| Orange, CA          | 785 |
| Pembroke, FL        | 433 |
| Lexington, KY       | 963 |
| Sherwood, LA        | 609 |
| Baton Rouge, LA     | 767 |
| Novi, MI            | 331 |
| Rocky Mount, NC     | 387 |
| Oklahoma City S, OK | 888 |
| Sioux Falls, SD     | 860 |

## Tech Manager

|                 |     |                      |     |
|-----------------|-----|----------------------|-----|
| Cerritos, CA    | 362 | Douglasville, GA     | 613 |
| San Jose, CA    | 404 | Danvers, MA          | 478 |
| Diamond Bar, CA | 409 | Rochester, NY        | 517 |
| Murrieta, CA    | 414 | Mayfield Heights, OH | 547 |
| San Bruno, CA   | 444 | Lima, OH             | 754 |
| Santa Maria, CA | 761 | Mississauga, ON      | 844 |
| Cupertino, CA   | 786 | White Settlement, TX | 090 |
| Hartford, CT    | 470 | Spokane Valley, WA   | 344 |



**peter  
piper  
pizza**

## Peter Piper Pizza

|                              |                 |
|------------------------------|-----------------|
| Miami Gardens, FL #1268      | General Manager |
| Mcclintock, AZ #1293         | General Manager |
| 7th Ave/Osborn, AZ #1290     | General Manager |
| Arrowhead Crossing, AZ #1294 | General Manager |
| Chandler, AZ #1216           | Tech Manager    |
| Gilbert, AZ #1283            | Tech Manager    |

To view all open Chuck E. Cheese positions, visit [www.chuckecheese.com/careers](http://www.chuckecheese.com/careers)

To view all open Peter Piper Pizza positions, visit <http://www.peterpiperpizza.com/search-jobs.html>

